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**CTH LEVEL 5 ADVANCED  
DIPLOMA IN  
HOSPITALITY  
MANAGEMENT  
INCLUDING INTERNSHIP  
(OFQUAL - 601/8028/6)**

**QUALIFICATION  
SPECIFICATION**

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**DECEMBER 2017**

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## CONTENTS

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### **CTH Level 5 Advanced Diploma in Hospitality Management including Internship Qualification Specification**

Introduction .....	2
Aims .....	2
Access and Entry Requirements.....	2
Accreditation Requirements.....	3
CTH Support .....	4
<b>Qualification Level, Size and Structure .....</b>	<b>5</b>
Qualification Size.....	6
Qualification Structure (Rules of combination) .....	7 - 8
<b>Assessment Information.....</b>	<b>8</b>
Grading Criteria .....	8 - 10
<b>Qualification Units (details).....</b>	<b>11 - 18</b>
<b>Appendix A – Sample Assessments. Summary.....</b>	<b>19</b>
Sample Examination.....	20 - 25
Sample Assignment.....	26 - 27
<b>Contact CTH.....</b>	<b>28</b>

## INTRODUCTION

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The purpose of this document is to provide an overview of the qualification. It covers the aims, structure, and content of the CTH Level 5 Advanced Diploma in Hospitality Management including Internship, which has been developed with and for ES Hotel Schools.. This document also includes the learning outcomes and assessment criteria for each unit.

### Aims of the Qualification

The aims are to provide a qualification that:

- provides for an effective academic progression route;
- enables students to gain access to higher education and employment;
- enables students to develop academic skills that can be applied in a vocational context.

### Access and Entry Requirements

The entry requirements below are intended for guidance only as applicants may apply with a wide variety of backgrounds and qualifications.

CTH accredited centres will assess all applicants to ensure they are able to meet the demands of the course, and in order to provide any individual additional support.

Applicant profile	Recommended entry requirements
CTH students and Associate Members  Applicants from other regulated awarding organisations	<ul style="list-style-type: none"> <li>• CTH or other regulated vocational qualification at a level appropriate for the level of the qualification applied for (i.e. Level 4)</li> </ul> and <ul style="list-style-type: none"> <li>• Minimum IELTS 4.5 or other evidence of competence in English at this level</li> </ul>
Other students	<ul style="list-style-type: none"> <li>• Completed full time secondary or high school education up to age 16</li> <li>• Work experience (minimum 3 months) in the hospitality and/or tourism industry</li> </ul> and <ul style="list-style-type: none"> <li>• Minimum IELTS 4.5 or other evidence of competence in English at this level</li> </ul>

## **Accreditation Requirements**

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### **Accreditation**

Prospective Centres should apply for approval as an accredited CTH Centre in order to deliver this qualification. Please see the 'Contact CTH' page at the end of this specification for advice on the CTH accreditation process, or wish to discuss your curriculum requirements.

The CTH accreditation committee will consider applications from centres against a set of criteria, including the availability of suitable teaching accommodation and staffing, experience of delivering qualifications at a similar level and evidence of expertise in academically-related areas including planning the delivery of courses leading to regulated qualifications, quality assurance and preventing malpractice. A skype conversation with CTH academic and quality staff will form part of the initial accreditation application process

### **Teaching Rooms**

Suitable teaching rooms and IT facilities should be available to students. Accommodation and equipment used for the delivery of the qualification must comply with the relevant legislation relating to Health & Safety.

The approved Centre should ideally also provide an appropriate area and facilities for student relaxation and recreation.

### **Centre Staffing**

Staff delivering this qualification must be able to demonstrate that they meet the following requirements:

- Be occupationally competent or technically knowledgeable in the area for which they are teaching
- Have recent relevant experience in the specific area that they will be assessing or verifying
- Hold a teaching qualification as well as a relevant degree.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification.

### **Continuing Professional Development**

Centres must support their staff to ensure that they have current knowledge of the occupational area, and that delivery, assessment and internal verification is in line with current good practice and takes into consideration relevant international regulatory requirements.

## **CTH Support**

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### **CTH training**

New CTH centres are eligible for free training (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

CTH also offers training for Internal Verifiers, and for teaching staff who may be delivering a unit for the first time.

### **CTH Members Website and resources**

Students become CTH Student members when they register for CTH qualifications, and have access to the CTH Members website, as well as a lapel pin and membership badge. The Members website resource is available for both Centre teaching staff and students and contains a wealth of resources. Students can access our online resource library including relevant e-books and journals from EBSCO. Teaching staff can download teaching materials including the CTH Learning Toolkits per unit as well as subject specific PowerPoint slides, past exam papers and assessments and examiner reports.

### **Assessment opportunities**

CTH offer up to five assessment opportunities each year, with associated Exam Boards and Certification. Contact CTH or see the CTH website for more details.

### **Assessment responsibilities**

CTH set and distribute all assessments to centres where learners have been registered.

- For assignments, Centres are responsible for marking and internal verification. Student assignments, signed student declarations and progress tutorial reports are sent electronically to CTH, who then moderate student work.
- All examination scripts are returned to CTH for marking and moderation.

## Qualification Level, Size and Structure

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The CTH Level 5 Advanced Diploma in Hospitality Management including Internship is a vocationally related qualification on the UK's Regulated Qualification Framework (RQF) and adheres to the Ofqual requirements for assigning a level to a regulated qualification. These requirements and standard Level Descriptors are contained in an Ofqual publication Ofqual/15/5774, Qualification and Component Levels, available via gov.uk. The document URL is:

<https://www.gov.uk/government/publications/qualification-and-component-levels>

### Qualification size

The qualification is designed to be delivered in 1,330 hours of TQT (Total Qualification Time) of which 490 are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

### Definitions

- **Guided Learning Hours – GLH**  
This is the amount of time the average student is expected to spend in supervised learning and practice, but may vary by student.
- **Total Qualification Time – TQT**  
TQT is made up of Guided Learning Hours plus all other time taken in preparation, study or any form of participation in education and training but not under the direct supervision of a lecturer or tutor.

### The following activities are indicative of those included in TQT:

- Guided Learning (GLH) when the lecturer is present, e.g. formal classes, lecturers, seminars, tutorials, supervised assessment (e.g. exams or observed practice)
- Independent and unsupervised learning or research
- Unsupervised coursework, or directed activity
- Watching pre-recorded webinars or podcasts
- Work placement, self-study, visits to hospitality or tourism outlets, revision and time spent on written assignments.

Students completing this qualification should be able to demonstrate their ability as independent learners.

### **Qualification structure (rules of combination)**

This vocational qualification is approved by Ofqual and is included on the Register of Regulated Qualifications.

The qualification is at Level 5 and designed to be 133 credits. The qualification conforms to the relevant level descriptors as developed by Ofqual. One credit represents ten hours of study at any specified level, therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of 490 guided learning hours. However, students completing this qualification take an internship and should be able to demonstrate their ability as independent students. The total qualification time is therefore 1330 hours.

The credit values and unit structures for the qualification are set out in the table on the following page.

# CTH Level 5 Advanced Diploma in Hospitality Management including Internship Qualification Specification

Level 5 Diploma in Hospitality Management including Internship QAN: 60180286 (PARIS)						
Students must achieve: <ul style="list-style-type: none"> <li>all 5 Mandatory units (2 of which being internship assignments), providing a combined 103 credits</li> <li>1 unit from the optional group, providing 30 credits</li> </ul> I.e. a total of 133 credits: <b>38 at level 3; 15 at level 4; 110 at level 5</b>						
<b>Credit value (CV): 133</b>						
<b>Guided Learning Hours (GLH) for Qualification: 490</b>				<b>Total Qualification Time (TQT) for Qualification: 1330</b>		
Mandatory units						
Unit Code	Unit Title	L	CV	GLH	Ofqual no.	Assessment Method
UFTH	Understanding funding and finance in tourism and hospitality	4	15	80	K/507/3866	Closed book written examination
CRMTHI	Customer relationship management in the tourism and hospitality industry	5	15	60	F/504/4423	Assignment 100%
CRS	Communication and Research Skills	3	38	150	Y/504/8820	Assignment 80% Presentation 20%
Internship Assignments + Presentation						
HRMTHI	Human resource management in the tourism and hospitality industry	5	20	60	T/504/4421	Assignment
CITHI	Contemporary issues in the tourism and hospitality industry	5	15	60	J/504/4424	Assignment

Optional units:						
FMTHI	Facilities management in the tourism and hospitality industry	5	30	80	M/504/445 1	Assignment
Or:						
FBM	Food and beverage management	5	30	80	T/504/44 49	Assignment
<b>Diploma Total (6 units)</b>			<b>133</b>	<b>490</b>		

Further details of articulation agreements with Universities can be obtained via the CTH website at: <http://www.cthawards.com>



## Assessment Information

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Given the broad and highly varied nature of the tourism and hospitality business, assessment of knowledge purely by examination is not generally felt to be an appropriate assessment method. Students need to demonstrate their higher-level skills and qualities specified in the learning outcomes within a heterogeneous vocational context where investigative assignments and presentations are more appropriate.

Assessment of students' work will be carried out by a range of methods including assignment, presentations or essay examination. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out below to assist assessors in allocating marks.

For students who wish to progress to a university degree course, CTH recommends that where a unit offers a choice of assessment method, students should carry out assignments rather than practical assessments.

See Appendix A for specimen assessment materials.

## Grading criteria

Individual units can be graded either as fail, pass, merit or distinction. However, the qualification is not subject to grading. The qualification is either achieved or not achieved.

In terms of certification, this means that students will receive a transcript of their results showing the grades for each unit successfully completed, plus the Diploma that recognises their level of achievement. Note that the Diploma does not allocate a grade.

The following table explains the generic grading criteria that should be used by centres in conjunction with the unit mark sheets to assess all students' work. Grading criteria provided reflect the different levels of units provided within this qualification.

**LEVEL 3 GRADING CRITERIA**

Level 3	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	do not meet the requirements of the assessment criteria and learning outcomes of the unit	meet the requirements of the assessment criteria and learning outcomes	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• demonstrate a level of understanding of key issues in the area of study</li> <li>• interpret and evaluate correctly key concepts and models</li> <li>• apply a range of theories relevant to the area of study</li> <li>• use a range of research and investigative techniques</li> <li>• produce work that is well presented, clear and well structured, with sources clearly referenced</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study</li> <li>• provide a good level of interpretation and evaluation of concepts and models</li> <li>• show some evidence of original thinking</li> <li>• apply a range of theories in different contexts</li> <li>• use a range of research and investigative techniques to solve problems</li> <li>• make well argued conclusions or recommendations</li> <li>• present work that is neat, clear, well-structured and coherent, with sources clearly referenced</li> </ul>

**LEVEL 4 GRADING CRITERIA**

Level 4	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	<ul style="list-style-type: none"> <li>• do not meet the requirements of the assessment criteria and learning outcomes of the unit</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• use, analyse and interpret quantitative and qualitative data to develop coherent arguments</li> <li>• apply a range of theories in different contexts</li> <li>• demonstrate the use of a range of academic research sources</li> <li>• make sound judgements that accord with theories and concepts in the area of study</li> <li>• use established problem solving techniques within the area of study</li> <li>• present work that is neat, clear and well structured, with clearly referenced sources</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• apply a detailed knowledge of the theories, trends and issues within the area of study drawn from a range of academic research</li> <li>• evaluate the selection of approaches, models and tools in the area of study</li> <li>• demonstrate the use of a range of academic research sources</li> <li>• communicate the results of work convincingly, supported by structured and coherent arguments</li> <li>• adapt and synthesise established problem solving techniques</li> <li>• make sound judgements that accord with theories and concepts in the area of study</li> <li>• present work that is professional and coherent, with clearly referenced sources</li> </ul>

**LEVEL 5 GRADING CRITERIA**

Level 5	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	<ul style="list-style-type: none"> <li>• have major weaknesses or have not fulfilled the CTH academic regulations</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• analyse information, theories and concepts critically</li> <li>• apply theories, concepts and principles beyond the context in which they were first learned</li> <li>• use a wide range of academic research sources</li> <li>• demonstrate evidence of critical evaluation of the suitability of approaches, techniques and models in the area of study</li> <li>• reach balanced conclusions with regard to conflicting theories and arguments</li> <li>• use investigative techniques to solve problems</li> <li>• use research sources and/or theories to make sound and justified judgements and recommendations</li> <li>• recognise how the limits of their knowledge influences the field of study</li> <li>• present work that is clear, coherently structured and professionally presented in conformity with agreed conventions, including Harvard Style academic referencing</li> </ul>	<ul style="list-style-type: none"> <li>• meet the requirements of the assessment criteria and learning outcomes</li> <li>• present a cogent rationale for recommending developments to theories and principles underpinning the area of study</li> <li>• make reasoned and evidence-based generalisations and deductions from interpretations of data</li> <li>• apply theories, concepts and principles beyond the context in which they were first learned</li> <li>• use a wide range of academic sources of research to identify patterns and trends and substantiate findings and recommendations</li> <li>• adapt problem solving techniques from another context or in an innovative way</li> <li>• present work that is fluently expressed, professionally presented to a range of audiences in a way that conforms with agreed conventions, including Harvard Style academic referencing</li> </ul>

## Qualification Units

Title	Understanding Funding and Finance in Tourism and Hospitality	
Unit purpose and aim(s)	This unit covers understanding the concepts of financial management and accounting within a hospitality or tourism business; controlling the finances and managing the cash flow and Manage the profitability of a department within a hospitality or tourism business	
Ofqual ref	K/507/3866	
Level	4	
Credit value (CV)	15	
Guided Learning Hours (GLH)	80	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1. Understand the sources of funding for both the private and public sectors in the tourism and hospitality industry.	1.1 Describe the main sources of internal funding. 1.2 Describe the main sources of short term external funding. 1.3 Describe a number of sources of long term external funding. 1.4 Describe the role the public sector may have in funding the industry.	
2. Understand the importance of costs, volume and profit for decision making in tourism and hospitality	2.1 Identify costs such as direct, indirect, fixed and variable; and use methods of allocation and apportionment. 2.2 Discuss how the volume of trade can affect income using break-even analysis. 2.3 Show how to use different pricing methods to achieve targeted gross and net profits	
3. Understand the use of management accounting information to assist decision making in tourism and hospitality	3.1 Explain where to find the relevant management accounting information for a given issue. 3.2 Use a range of processes and procedures to aid decision making	
4. Interpret financial accounts to aid in decision making in the tourism and hospitality industry	4.1 Use a number of tools to measure and interpret given financial accounts 4.2 Use the recognised tools shown in 4.1 to make valid suggestions on how to improve the business' performance.	

<b>Title</b>	<b>Customer Relationship Management in the Tourism and Hospitality Industry</b>	
Unit purpose and aim(s)	This unit covers developing a customer service strategy in the tourism and hospitality industry; managing customer relationships (CRM) and evaluating customer service	
Ofqual ref	F/504/4423	
Level	5	
Credit value (CV)	15	
Guided Learning Hours (GLH)	60	
<b>Learning outcomes</b>	<b>Assessment criteria</b>	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Develop a customer service strategy in the tourism and hospitality industry	1.1 Analyse customers' needs at all stages of the buying cycle 1.2 Specify organisational standards of customer service 1.3 Ensure the coherence of the strategy with other organisational strategies, plans and priorities 1.4 Design an after sales care programme that meets identified customer needs 1.5 Obtain internal and external stakeholders' commitment to the strategy and its implications	
2 Manage customer relationships (CRM) in the tourism and hospitality industry	2.1 Define the scope, types and uses of Customer Relationship Management (CRM) and their implications 2.2 Manage a CRM system that is responsive within agreed customer service standards and is capable of identifying critical customer information 2.3 Ensure the coherence of a CRM strategy, data and activities with those of other departments 2.4 Address procurement and customer service issues identified by CRM information	
3 Evaluate customer service in the tourism and hospitality industry	3.1 Develop an evaluation plan that addresses customer service objectives 3.2 Use evaluation methods and obtain information that is within the agreed budget 3.3 Identify strengths and areas for improvement 3.4 Develop measures to improve customer service that are consistent with organisational objectives, priorities and values	

Title	Communication and Research Skills
Unit purpose and aim(s)	This unit aims to provide students with essential skills for academic communication, making presentations of academic information and carrying out programmes of academic study.
Ofqual ref	Y/504/8820
Level	3
Credit value (CV)	38
Guided Learning Hours (GLH)	150
Learning outcomes  When awarded credit for this unit, a student will:	Assessment criteria  Assessment of this learning outcome will require a student to demonstrate that they can:
1 Communicate academic information verbally and in writing	1.1 Identify and summarise key issues and themes from a range of written and spoken information 1.2 Address the topic, developing a coherent rationale 1.3 Take account of readers' and listeners' needs 1.4 Use language that is appropriate to the topic and function of the communication 1.5 Use English grammar, spelling, syntax and punctuation correctly
2 Make presentations of academic information	2.1 Structure presentations logically 2.2 Tailor the presentation to fit the timescale 2.3 Convey ideas fluently, coherently and succinctly, taking the audience's needs into account 2.4 Create visual aids that capture the essence of the topic and comply with standards of good design practice
3 Carry out academic research	3.1 Develop a structured plan of research including SMART objectives, timetable, research method(s) and evaluation criteria 3.2 Use information from a wide range of valid sources that are appropriate to the subject being researched 3.3 Take concise and accurate notes of spoken and written information 3.4 Explain the use of library and IT resources 3.5 Address the research topic 3.6 Convey ideas coherently, succinctly and in compliance with English grammar 3.7 Lay out work according to academic conventions 3.8 Adhere to referencing conventions 3.9 Evaluate the strengths and weaknesses of research carried out against research evaluation criteria

<b>Title</b>	<b>Human Resource Management in the Tourism and Hospitality Industry</b>	
Unit purpose and aim(s)	This unit covers understanding the principles of human resource (HR) management in the tourism and hospitality industry; leading teams and developing human resources policies	
Ofqual ref	T/504/4421	
Level	5	
Credit value (CV)	20	
Guided Learning Hours (GLH)	60	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Understand the principles underpinning human resource (HR) management in the tourism and hospitality industry	1.1 Analyse the functions of people management and distinguish between leaders and managers 1.2 Identify the respective roles and responsibilities of line managers and the HR function 1.3 Define the personal qualities and managerial skills that are capable of influencing staff behaviour positively 1.4 Explain the links between staff motivation and business performance 1.5 Evaluate the costs and benefits of staff training and development 1.6 Ensure that operational policies and practices are aligned with strategic HR policies	
2 Lead teams in the tourism and hospitality industry	2.1 Communicate expectations and requirements unequivocally 2.2 Lead by example, exhibiting organisational standards of presentation, behaviour and performance 2.3 Arrange for suitable training that meets identified development needs to maximise business benefit 2.4 Deal promptly with problems and underperformance, giving objective and constructive feedback 2.5 Identify and manage conflict sensitively but firmly	
3 Develop human resources policies in the tourism and hospitality industry	3.1 Develop HR strategy and systems to implement policies that are consistent with operational priorities, objectives and values 3.2 Manage HR processes in accordance with organisational policy 3.3 Deploy human resources in order to optimise business performance, individual staff satisfaction and retention 3.4 Evaluate the effectiveness of HR policies and processes and recommend improvements	



<b>Title</b>	<b>Contemporary Issues in the Tourism and Hospitality Industry</b>	
Unit purpose and aim(s)	This unit covers understanding how to identify emerging issues in the tourism and hospitality industry and examining their impact	
Ofqual ref	J/504/4424	
Level	5	
Credit value (CV)	15	
Guided Learning Hours (GLH)	60	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Understand how to identify emerging issues in the tourism and hospitality industry	1.1 Use information sources that are relevant to the identification of issues 1.2 Analyse information using accepted analytical techniques 1.3 Evaluate the use of systems thinking as a means of identifying emerging issues 1.4 Assess the reliability and validity of media information 1.5 Evaluate the implications of ethics and social responsibility	
2 Examine the impact of emerging issues in the tourism and hospitality industry	2.1 Assess the relevance and potential seriousness of emerging issues 2.2 Identify who may be affected and in what way 2.3 Assess the attitudes of stakeholders to emerging issues 2.4 Identify how emerging issues may affect a business (eg strategic, financial, operational, environmental, political, technological, reputation, ethical, customer reaction, consumer rights) in the short and long term 2.5 Analyse the potential implications of emerging issues and the possible consequences of non-action 2.6 Assess the role of a project team in addressing emerging issues 2.7 Evaluate the role of knowledge management in addressing emerging issues	

Title	Facilities Management in the Tourism and Hospitality Industry
Unit purpose and aim(s)	This unit covers evaluating the role of a facilities manager in a hospitality or tourism organisation; ensuring the facilities of a hospitality or tourism organisation meets health, safety and environmental requirements and maintaining and developing the facilities of a hospitality or tourism organisation premises
Ofqual ref	M/504/4451
Level	5
Credit value (CV)	30
Guided Learning Hours (GLH)	80
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:
1 Evaluate the role of a facilities manager in a hospitality or tourism organisation	1.1 Assess the scope of facilities management in meeting customers' and other stakeholders' needs  1.2 Assess the role and responsibilities of a facilities manager  1.3 Assess the issues in outsourcing the facilities function  1.4 Assess the quality of existing and potential suppliers and identify suppliers that meet procurement criteria  1.5 Negotiate contracts for the supply of goods and services that offer best value for money
2 Optimise the facilities of a hospitality or tourism organisation	2.1 Determine the factors that affect the use of space and analyse current and likely future user requirements for space  2.2 Appraise options for capital investment and determine the costs and benefits of a possible capital investment project  2.3 Forecast expected income and investment costs for a capital investment project
3 Ensure the facilities of a hospitality or tourism organisation meets health, safety and environmental requirements	3.1 Explain the legislative requirements of health, safety and the environment (including sustainability)  3.2 Identify risks, problems and security issues using risk assessment methods  3.3 Recommend procedures for monitoring organisational health, safety and sustainability standards
4 Maintain and develop the facilities of a hospitality or tourism organisation premises	4.1 Ensure that the premises are secured and maintained to organisational and environmental standards and practices  4.2 Explain the provisions of the contract with technical services and maintenance suppliers  4.3 Identify the need for improvements to facilities that are likely to enhance business efficiency and environmental good practice  4.4 Implement changes that are consistent with business objectives and that are likely to enhance business efficiency

Title	Food and Beverage Management
Unit purpose and aim(s)	This unit covers developing food and beverage operations, understanding the management of food and beverage operations and evaluating their effectiveness
Ofqual ref	T/504/4449
Level	5
Credit value (CV)	30
Guided Learning Hours (GLH)	80
Learning outcomes  When awarded credit for this unit, a student will:	<p>Assessment criteria</p> <p>Assessment of this learning outcome will require a student to demonstrate that they can:</p>
1 Develop food and beverage operations	<p>1.1 Characterise the market environment and identify the needs of customers</p> <p>1.2 Specify goals and quality standards and develop costed ideas and concepts to meet identified needs</p> <p>1.3 Specify design aspects that will create the desired atmosphere and conform with corporate identity</p> <p>1.4 Develop menus and drinks lists that meet a range of requirements</p> <p>1.5 Design safe, efficient and hygienic kitchen, service and storage systems</p> <p>1.6 Explain how to comply with the legal considerations of food and beverage operations</p>
2 Understand the management of food and beverage operations	<p>2.1 Develop procurement systems and controls to ensure that volumes and quality of purchases are maintained within budget</p> <p>2.2 Assure the quality and reliability of products and services through effective management of supplier contracts</p> <p>2.3 Allocate resources to meet the needs of changing priorities</p> <p>2.4 Ensure that organisational standards of efficiency, courtesy, personal presentation and hygiene are maintained at all times</p> <p>2.5 Develop promotional activities that are appropriate to the type of food and beverage operation</p>
3 Evaluate the effectiveness of food and beverage operations	<p>3.1 Specify a range of realistic quantitative and qualitative performance indicators</p> <p>3.2 Develop customer satisfaction and feedback systems</p> <p>3.3 Identify business opportunities from an analysis of competitor information</p> <p>3.4 Identify shortfalls in performance against targets and objectives</p>

## APPENDIX A – SAMPLE ASSESSMENT MATERIALS

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1. **Assessment type** : Closed book written examination

**Unit:** Understanding Funding and Finance in Tourism and Hospitality

**Unit Ref:** K/507/3866

2. **Assessment type:** Assignment

**Unit:** Understanding Funding and Finance in Tourism and Hospitality

**Unit Ref:**

I **Sample assessment** type—closed book written examination

**Unit:** Understanding Funding and Finance in Tourism and Hospitality

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## Understanding Funding and Finance in Tourism and Hospitality

### Sample Examination

#### Instructions

- **Three hours** are allowed for this paper which carries a total of **100 marks**
- A non-programmable calculator may be used during this examination
- Do not begin writing until instructed to by the invigilator
- Read these instructions carefully before answering any questions
- Make sure that your **name, date of birth, CTH membership number** and **centre name** are clearly marked on each page of the answer sheet and any other material you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- **There are four questions in this examination and all questions are compulsory**
- You must attempt all questions to gain a pass. The number of marks allocated to each question is given next to the question and you should spend time in accordance with that allocation.
- You may find it helpful to make rough notes in the answer booklet; these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each part of the question.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

**Exam Questions - Understanding Funding and Finance in Tourism and Hospitality**

**Please note: all questions are compulsory**

**QUESTION ONE - 20 marks**

<b>Question 1.1</b>	Describe the main sources of internal funding	<b>20 marks</b>
<b>1.2</b>	Describe at least <b>two</b> main sources of external short-term funding and <b>two</b> sources of external long-term funding. You are advised to use real examples where this will help to explain your answer	
<b>1.3</b>	Give <b>two</b> examples of when the public sector may help fund the tourism and hospitality industry, giving examples to explain your answer.	

**QUESTION TWO - 25 marks**

<p><b>Question 2.1</b></p>	<p>Identify costs such as direct, indirect, fixed and variable; and use methods of allocation and apportionment.</p>	<p><b>25 marks</b></p>										
<p><b>2.2</b></p>	<p>Using the following figures for the Café du Vin</p> <p>a) Calculate the breakeven point</p> <p>b) Explain how the overall profit is affected when the number of customers increases from 20,000 to 30,000 per year. Compare the percentage increase in sales with the percentage increase in profit.</p> <p style="text-align: center;"><u>Café du Vin</u></p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Sales</td> <td style="text-align: right;">£1,008,000</td> </tr> <tr> <td>Variable costs</td> <td style="text-align: right;">£516,000</td> </tr> <tr> <td>Fixed costs</td> <td style="text-align: right;">£154,800</td> </tr> <tr> <td>Total costs</td> <td style="text-align: right;">£670,800</td> </tr> <tr> <td>Net profit</td> <td style="text-align: right;">£337,200</td> </tr> </table> <p>The Café du Vin served 50,000 customers last year.</p>		Sales	£1,008,000	Variable costs	£516,000	Fixed costs	£154,800	Total costs	£670,800	Net profit	£337,200
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Total costs	£670,800											
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<p><b>2.3</b></p>	<p>a) Explain the difference between having a cost plus 50% pricing policy and a 50% gross profit pricing policy.</p> <p>b) When setting prices based upon the on the rate of return on investment what two external factors must the firm be aware of? Explain your answer.</p>											

**QUESTION THREE - 25 marks**

<b>Question 3.1</b>	What specific information would you need to prepare a monthly cash flow budget for next year, and where would you find all the information to do this?
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**Question 3.2**

Comment on the following cash budget, identifying the strengths and weaknesses of the business

	Jan			Feb			March		
	Budget	Actual	Variance	Budget	Actual	Variance	Budget	Actual	Variance
Sales									
Cash	9000	11000	2000	9000	11000	2000	9000	11000	2000
Credit (from debtors)	0	0	0	0		0	<u>1000</u>	2000	1000
Total	<u>9000</u>	<u>11000</u>	<u>2000</u>	<u>9000</u>	<u>11000</u>	<u>2000</u>	<u>10000</u>	<u>13000</u>	<u>3000</u>
Food and Beverage creditors	0	0	0	0		0	3500	4550	1050
Overheads (creditors)	1500	1900	400	1500	1900	400	1500	1900	400
Labour	2000	3600	1600	2000	3600	1600	2000	3600	1600
Capital expenditure	0	0	0	0	0	0	4000	7000	3000
Drawings	1000	1800	800	1000	1800	800	1000	1800	800
Total	4500	7300	2800	4500	7300	2800	12000	18850	6850
Balance	4500	3700	-800	500	3700	3200	-2500	-5850	-3350
Opening balance	1000	1000	0	5500	4700	-800	6000	8400	2400
Closing balance	<u>5500</u>	<u>4700</u>	-800	<u>6000</u>	8400	2400	<u>3500</u>	2550	-950

**Note -**

Food and beverage costs were 35% of sales, and one month's credit is received on all purchases



**QUESTION FOUR - 30 marks**

**Question 4** - Analyse the following results using recognised accounting tools, and make valid suggestions on how to improve the business' performance.

<b>Profit &amp; Loss Account Year end March 31st 2015</b>	<b>£</b>	<b>£</b>
<b>ROOMS DIVISION</b>		
Revenue		186,500
wages	75,400	
laundry	8,100	
supplies	16,000	
other expenses	<u>7,900</u>	
	<u>107,400</u>	<u>107,400</u>
<b>ROOMS OPERATING INCOME</b>		<u>79,100</u>
<b>FOOD AND BEVERAGE DIVISION</b>		
Revenue		149,800
Opening stock	4,700	
Plus purchases	<u>48,600</u>	
	53,300	
less closing stock	<u>5,100</u>	
Cost of goods sold	<u>48,200</u>	<u>48,200</u>
Gross profit		101,600
wages	56,200	
laundry	6,200	
supplies	9,800	
other expenses	<u>8,700</u>	
	<u>80,900</u>	<u>80,900</u>
<b>FOOD AND BEVERAGE OPERATING INCOME</b>		<u>20,700</u>
<b>TOTAL OPERATING INCOME</b>		99,800
<b>INDIRECT EXPENSES</b>		
Depreciation		
Building	6500	
Furniture and equipment	6200	
interest on bank loan	100	
interest on mortgage	1700	
Admin	31,200	
advertising	17,400	
maintenance	5,600	
power and water	17,700	
insurance	8,800	
property taxes	<u>9,500</u>	
	<u>104,700</u>	<u>104,700</u>
<b>NET PROFIT</b>		<u>-4,900</u>

<b>BALANCE SHEET AS AT MARCH 31st 2015</b>			
	£	£	£
<b>Fixed Assets</b>	<b>Cost</b>	<b>Depn</b>	<b>Value</b>
land	37,200	0	37,200
buildings	225,600	102,100	123,500
Furniture and equipment	<u>72,200</u>	<u>47,400</u>	<u>24,800</u>
	<u>335,000</u>	<u>149,500</u>	185,500
<b>Current Assets</b>			
stock Mar 31st	5,100		
cash	6,800		
Accounts receivable	1,500		
pre-paid property taxes	1,700		
pre-paid insurance	<u>800</u>		
	<u>15,900</u>	15,900	
<b>Less Current Liabilities</b>			
Accounts payable	2,400		
accrued expenses	1,300		
rooms wages owing	300		
food wages owing	100		
interest on bank loan	100		
interest on mortgage	1,700		
	<u>5,900</u>	<u>5,900</u>	
Working capital		<u>10,000</u>	<u>10,000</u>
Net assets			<u>195,500</u>
<b>Represented by</b>			
<u>Long term liabilities</u>			
Mortgage	160,600		
Bank loan	<u>8,300</u>		
	<u>168,900</u>	168,900	
Equity			
Equity at start of business	20,000		
retained earnings	<u>16,500</u>		
	36,500		
less net loss	<u>-4,900</u>		
	31,600		
less dividend	<u>5,000</u>		
	<u>26,600</u>	<u>26,600</u>	
		<u>195,500</u>	<u>195,500</u>

2. **Assessment type:** Assignment

**Unit: Customer relationship management in the tourism and hospitality industry**

**Unit Ref:** F/504/4423

## Assignment instructions

Students must base their assignments on their own working practice in their place of work or in an organisation that is known to them. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must:

- include evidence that shows that the Student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss, and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with the Harvard System;
- be presented in report format;
- be within 10% of the required word count;
- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the assignment.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the Student's and tutor's declaration.

## Assignment task:

### Customer relationship management in the tourism and hospitality industry

Students are required to select an organisation in the Tourism or Hospitality Industry and prepare a 4,500-word assignment discussing how a customer service strategy is developed within their chosen organisation as well as how customer relationship management is implemented, and customer service evaluated.

The organisation should be researched with particular reference to the following areas:

- Customer service strategies
- Customer relationship management
- The evaluation of customer service

### Outline

Students are required to conduct relevant and adequate primary and secondary research on the chosen organisation. The student should therefore be able to visit the selected organisation.

Students should include a brief introduction to the organisation they have selected in terms of the size, customers, services, products and future plans.

The following areas should be evaluated in detail supported by examples quoted from the selected organisation;

### Development of a customer service strategy

- analysis of customers' needs,
- specifying organisational customer service standards
- ensuring coherence with other strategies and activities
- designing an aftercare programme and obtaining stakeholders' commitment

### Management of customer relationships

- defining the scope and uses of CRM
- managing a responsive CRM system
- ensuring coherence of a CRM strategy with other activities
- addressing CRM-identified procurement and customer service issues

### Evaluation of customer service

- developing a customer service evaluation plan
- using appropriate evaluation methods to identify strengths and weaknesses
- developing measures to improve customer service

Students should demonstrate application of theory and knowledge to their chosen organisation and ensure they have addressed the assessment criteria for the unit.

The analysis should be concluded with detailed and well-justified recommendations; relevant examples can also be used. The secondary research undertaken should be appended to this assignment.

## CONTACT CTH

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### About CTH:

CTH, the Confederation of Tourism and Hospitality, is an Ofqual recognised Awarding Organisation established in 1982 specialising in gold standard qualifications for the hospitality, culinary, travel and tourism sectors.

CTH employs specialist staff with experience in these industries and links to current industry partners, as well as education or training experience. They are available to discuss your curriculum requirements or queries concerning this qualification.

In addition to our existing portfolio of qualifications currently available (included in Ofqual's Register of Regulated Qualifications), we can also offer individual unit qualifications, or discuss requirements for new qualifications suitable for local needs.

### Location:

CTH offices are located in London's West End, opposite to Selfridges entrance in Duke Street. The address is 37 Duke Street, London W1U 1LN

### Website:

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